

# UNIVERSITY BALZAC CLUB

SPECIAL—  
"BEFORE PUBLICATION,"  
EASY PAYMENT CLUB  
NOW FORMING.



## Does YOUR Library Include the "World's Greatest Novelist"?

Last week we advertised for the first time the EDITION ROYALE of BALZAC, now in press. The hearty and general responses received are but another indication of the wide-spread interest in Balzac among discriminating readers. Our limited club is forming rapidly; if you are at all interested, it were best not to delay writing us. Why not mail us the INQUIRY COUPON given below, and obtain without cost a handsome booklet about Balzac and his work?

CRITICS CLAIM for Balzac the position of the "World's Greatest Novelist," ranking his genius with that of Shakespeare.

READERS CLAIM for his Comedie Humaine a charm, interest, skill and insight of the highest degree.

WE CLAIM for the EDITION ROYALE the finest English presentation of the great Frenchman: a text complete and of literary merit, printed in the best manner from new type. This is a De Luxe edition in every sense, yet the present "before publication" club sale places it at

**Less Than One-Third (1-3) the Cost of the Best Previous Edition.**

### The Author's Plan.

Balzac conceived the ambitious project of creating an entire human society. For this purpose, in a series of eighty-eight wonderful stories, he presented more than two thousand characters and types, each of independent bearing, but all inter-related in a general scheme. To this scheme he gave the title of THE COMEDIE HUMAINE. No other novelist ever wrought on such far reaching lines and so successfully. While, therefore, each story is complete in itself and may be enjoyed individually, the complete COMEDIE is essential to a thorough knowledge of the author's stupendous plan.

This author's plan of the COMEDIE, in brief, embraces seven great divisions, as follows:—

- SCENES FROM PRIVATE LIFE. Twenty-eight stories.
- SCENES FROM PROVINCIAL LIFE. Thirteen stories.
- SCENES FROM PARISIAN LIFE. Fifteen stories.
- SCENES FROM POLITICAL LIFE. Seven stories.
- SCENES FROM MILITARY LIFE. Two stories.
- SCENES FROM COUNTRY LIFE. Three stories.
- PHILOSOPHICAL STUDIES. Twenty stories.

### The Edition Royale.

This new De Luxe edition consists of thirty-two volumes. The books are of practically uniform size, averaging 380 pages each, and totalling over 12,000 pages.

### Text.

This is the most complete and adequate English version yet presented of the world's greatest novelist. The text is founded on the famous Dent-Saintsbury edition, generally recognized as the best English edition heretofore published. To this we have added three stories not included in the original Dent edition.

### Notes and Prefaces.

The introductions are from the pen of Professor George Saintsbury, who is credited with knowing more about "the literature of the world than any other living man." These prefaces are singularly full and clear, and, taken together, they form a complete bibliography to the writings of Balzac. In addition to this, we have included specially prepared indices, which furnish ready reference to any story in the Comedie. These indices will be found of very great value to those who wish to consider a story in relation to its group-mates.

### Illustrations.

This edition will commend itself very strongly in the feature of pictorial embellishment. The illustrations are from three sources:—First, from reproductions of etchings made by famous English and French artists for the English edition; second, from redrawings of a collection of quaint old wood cuts which were prepared for Balzac's novels by artists contemporary with him, giving correct costumes of the day; third, from a series of original paintings and sketches in black and white, made expressly for this edition by the leading illustrators of the day. All told, these illustrations number some one hundred and thirty. They are all reproduced in photogravure and printed on genuine Japanese fibre paper from the original plates. Often it is the case that the originals are preserved and only a duplicate plate used in printing, but in order to obtain the most artistic results here the original plates themselves have been employed.

### Type.

The type is specially chosen with reference to the paper on which it is printed, and presents a good, clear reading surface, restful to the eye and harmonious in page effect. It is specially set for this edition, is perfectly new, and this is the first impression therefrom.

### Paper.

As stated elsewhere, the paper and type were chosen with reference to each other. The paper is a very fine laid deckle-edged, presenting a smooth, soft surface, which receives ink evenly and smoothly. Though of fine quality, it is not unduly heavy in volume form. In book form it presents uncut edges and gilt tops. The full-page illustrations are all inserts, being printed on genuine Japan paper—the very choicest for this purpose.

### Printing.

The greatest care has been exercised in the press work. Every page has been scrutinized separately, and the slightest error in alignment has been rigidly corrected. All imperfect sheets have been thrown out. Regarding the printing of the illustrations, these photogravures were struck off by hand, one by one, and then carefully examined for any imperfections.

### Bindings.

Two styles of bindings are offered for this De Luxe edition—cloth and half leather. The cloth is a substantial English buckram, with full gold backs and gold side design. The half leather is carefully selected with reference both to handsomeness and durability; it is stamped with attractive designs.

## Realism, Mysticism, Comedy, Character-Sketching, Intrigue, Idealism, Description, Tragedy, Analysis, Narration.

All the elemental principles of romance are found in the series of novels entitled "The Comedie Humaine." Balzac is a writer "whom every one should read" as truly as Thackeray, Dickens or Shakespeare. He depicted distinct, living, breathing personalities. Falstaff, Lear, Pickwick and Becky Sharp are not more real than many a character in his crowded scenes. He created an entire society of more than two thousand personages. Professor Trent, a profound student of Balzac, says: "Of this tremendous throng, an amazingly large number are living, breathing men and women, moving amidst unfading scenes, and they exist for us even more truly than Shakespeare's heroes and heroines." As page after page and volume after volume is eagerly devoured, one can but marvel at the author's astounding inventiveness. Each new person and each new scene grasps and demands an undivided interest. In his vast domain his sway is absolute, his spell enduring.

## We Would Like to Interest You

in the Edition Royale of Balzac's "Comedie Humaine." If you cannot conveniently call at our office to examine specimen volumes and samples of the fine illustrations, mail us the coupon given opposite. It will bring you full information about the books and also about the Club which makes possible the special "before-publication" price and the small monthly payments, which mean

**ONLY TEN CENTS A DAY.**

PRICE POSITIVELY ADVANCED AFTER PUBLICATION.

### What the Coupon Does:

We have found that it pays to send out handsomely illustrated booklets entirely free of cost. These booklets contain a biography and critique of Balzac, maxims from his writings, specimen pages and illustrations. This coupon brings it to you.

MAIL THIS COUPON TO-DAY.

### INQUIRY COUPON.

THE UNIVERSITY SOCIETY, NEW YORK.  
I am interested in your DE LUXE EDITION ROYALE of BALZAC. Please send me "booklet" and full particulars of your Club offer to advance subscribers.

Name \_\_\_\_\_

Street \_\_\_\_\_

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8-4-15

**THE UNIVERSITY SOCIETY, 78 FIFTH AVENUE, NEW YORK.**